

Guidelines for submitting news

File Formats

Text

- Word Document *.doc (compatible with Word 2002)
- Or Plain Text File *.txt

Pictures:

- *.jpg or *.png
- Size: ~ 800x600 pixel
- Resolution: 96 dpi to 400 dpi max.

Logos:

- *.jpg or *.png
- Size: ~ 500x250
- Resolution: min. 72 dpi

Do not include pictures or logos within the word file! Please attach pictures or logos!

Note: The better the quality and resolution (size) of a picture is, the better one can rescale it (if necessary) and optimize it for web.

News Length & Formatting:

Standard Font Type: Arial

Standard formats are: **bold** or *italic*

Short News

- Title: max. 75 characters (font size 14)
- No Abstract
- Main Content: max. 500 characters
- Optional: 1 or 2 pictures or logos

Long News

- Title: max. 75 characters (font size 14)
- Abstract: max. 250 characters (font size 10)
- Main Content: up to max. 5.000 characters (equals 1 page; font size 10)
- 1 or 2 pictures or logos

Avoid tables, itemization, too many font sizes. No special characters and formats.

This is an Example of an Abstract for Long-News



Here comes a short abstract that is about 250 characters long and is about why DATE is leading embedded software event. And the abstract can even continue into the next row of the page.

In the last few years, DATE has established a world-class embedded software development conference track. In consequence, the conference has attracted embedded software development tool exhibitors in addition to the established hardware design base.

Read more...{Link to main content, see page 3}

This is an Example of a Short-News



We are now able to offer a VAT refund service to exhibitors and visitors from outside Germany. This service is available effective immediately, and is brought to you in collaboration with Ecovis.

You may find the list of countries [here](#) (link). We would be delighted to provide you with all the advice you need.

More information is provided [here](#) (link).

Example of “DATE in the NEWS” without Picture and detailed Text

Electronic Design

David Mustermann

“Somebody mentioned DATE somewhere”

May 22, 2008

http://www.link-to-article.com/some_reference_id?=42 (link to external page)

This is an Example of a Long-News Main Content

Here comes a short abstract that is about 250 characters long and is about why DATE is leading embedded software event. And the abstract can even continue into the next row of the page.

In the last few years, DATE has established a world-class embedded software development conference track. In consequence, the conference has attracted embedded software development tool exhibitors in addition to the established hardware design base. This development reflects the embedded systems industry's growing interest in software technologies that meet application specific needs and constraints.

All embedded software developers experience similar problems in meeting the contradictory requirements of developing software that meets the stringent performance and power constraints of increasingly complex and dynamic applications. It is not only time consuming, but also a dominant cost factor and a commercial risk.

To address these issues, DATE fields experts in real-time and dependable system design, compilation and code generation, operating systems and hardware dependent software, and model-based design. For the first time, DATE-08 brings together all of these different and complementary embedded software development disciplines, simultaneously.

DATE's software community is constantly growing. This is clearly reflected in the DATE-07 visitor survey. When asked about their interests, 35.2% of all respondents put embedded software design first, and 20.8% rated real-time systems their number one choice (multiple choice). In other words, more than a third of DATE-07's 4,922 visitors are involved in embedded software issues. Moreover, the multi-disciplinary nature of the DATE makes it a prime venue for community networking. In fact, in the DATE-07 survey, 85% of our visitors said that they visit DATE for this very purpose.

The DATE-08's embedded software track covers many new developments. With multi-core architectures emerging in all areas of embedded computing, the related concurrency, coherence and synchronization issues have become topics of pressing interest. Moreover, with the convergence of general purpose and embedded computing, as seen in many modern platforms and applications, multi-core software architectures must be treated on a broader basis.

Therefore, DATE has upgraded software architectures and principles for embedded MPSoC and multi-core systems to an independent topic, chaired by Chris Schlaeger, Director of AMD's Operating System Research Center and previously Vice President of Engineering of Novell/SUSE, a major Linux player. He has a clear view on the future development: "Mastering the challenges of multi-core systems will be a key success factor for embedded systems. The continuing growth of performance and storage capacity opens the door for more and more general purpose computing applications, and the development of the software stack is starting to dominate the overall system design time." The topic co-chair is Pascal Felber, University de Neuchâtel, Switzerland, who covers the academic section of that field.

The bulk of the 50% growth in DATE conference paper submissions from 63 papers in 2007 to 93 papers in 2008 is in the fields of real-time and dependable systems, compilers and code generation, and model based design. DATE has covered these topics for years, so why are they growing so rapidly? For Ed Brinksmas, Director of the well known Embedded Systems Institute in Eindhoven and Chair of the topic on model based-design, productivity and complexity are the drivers: "The growing influence of the application context and the productivity gap between hardware and software design have created overwhelming complexity issues in embedded system design. Driving the design process with the aid of models with the right abstraction levels from the early stages of the design onwards is the key ingredient for powerful new methods to tackle this problem."

[... Original Text shortened ...]



Example Picture Subtitle